

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.
NEW YORK, N. Y.

August 17, 1942

Mr. Addison Taylor
Princeton Broadcasting Service
Princeton University
Princeton, New Jersey

Dear Doc:

Cluett Peabody Co. (Arrow Shirts), has approved a contract for a test campaign to be carried out on your station, 5:45-5:50 on the following dates: October 6, 8, 13, 15, 20, 22, 27, and 29th, November 3, and 5th.

The program is to consist of a ⁵~~15~~ minute summary of Campus News, including intramural sports as well as other news items of special interest to your campus. A special theme consisting of the Siwish of an arrow is being recorded to introduce the show. Commercials will be sent to you by IBS.

If your station shows results on this test chances for renewal will be good. Various surveys of which instructions will follow later will be taken. A recording of the initial show has been requested by Cluett Peabody to determine whether the program material meets their approval. Contracts will be sent shortly. Please send immediately approval of time 5:45-5:50.

Sincerely,

Louis
Louis M. Bloch
Business Manager

Who would like to compile a news program every other day for this horrible thing?

(WF)